



**United States Department of Agriculture**

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**Special Nutrition Programs, FNS**

# **Policy, Practice and Promotion of Fruits and Vegetables**

**February 25, 2003**



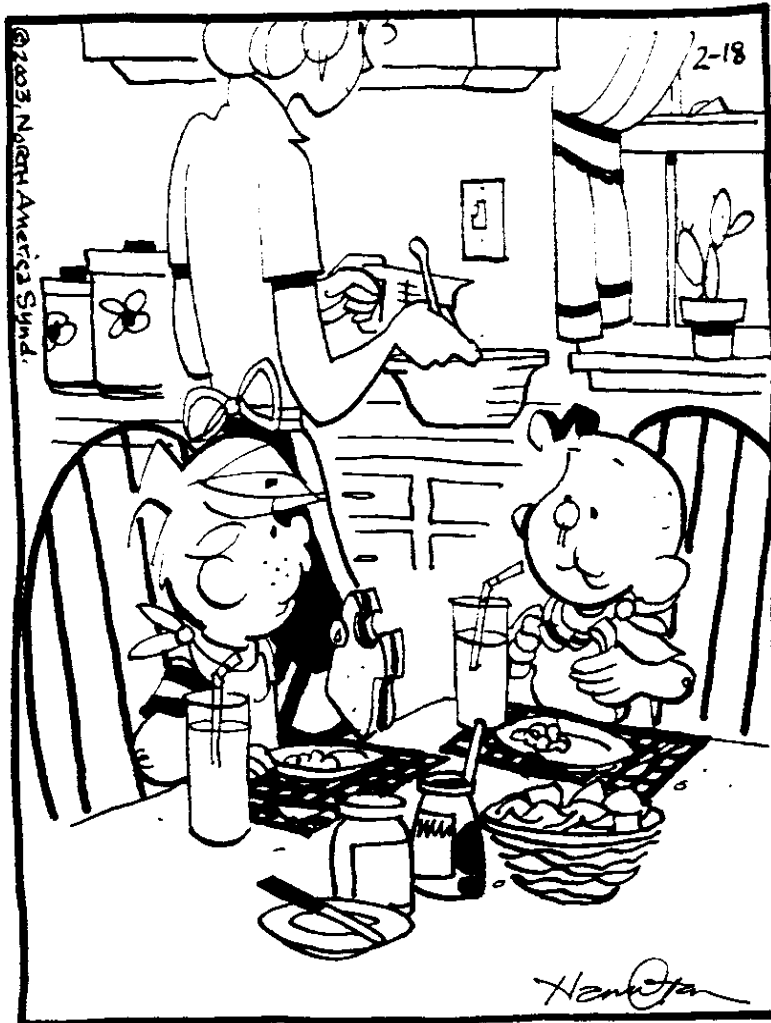
# President's *HealthierUS* Initiative

- Launch June 2002
- Keys for a healthier America
  - Be physically active
  - *Eat a nutritious diet*
  - Get preventive screenings
  - Make healthy choices



# We still have work to do...

**DENNIS THE MENACE** HANK KETCHAM

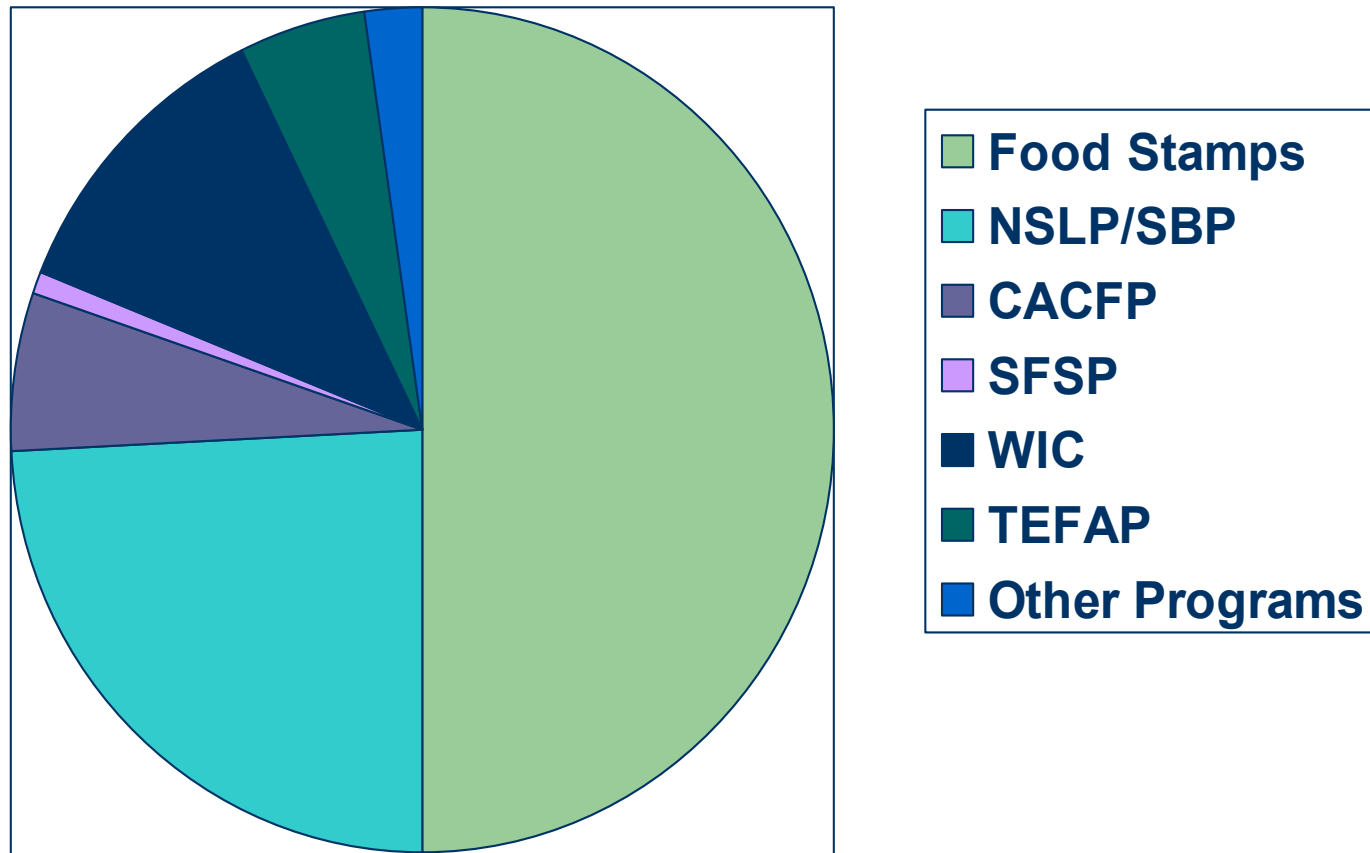


"THE VEGETABLE I LIKE BEST IS POPCORN."

# 5 A Day National Partnership



# FNS Spends \$7.1 Billion Promoting Fruits and Vegetables



FY2001 Data, from response to GAO Survey of Federal Agency Budget Obligations for Activities to Promote Fruits and Vegetables

# FNS Vision and Mission

**Vision:** To lead America in ending hunger and improving nutrition and health.

**Mission:** To increase food security and reduce hunger in partnership with cooperating organizations by providing children and low income people access to food, healthful diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.

# Food Stamp Program

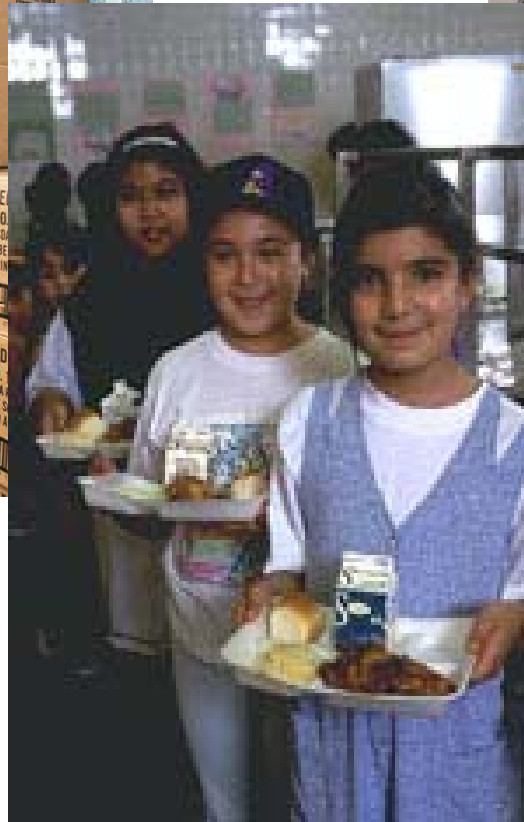
- **Estimated 20 percent of purchases made with food stamps are fruits and vegetables**
- **About \$3 billion spent in FY 2001**
- **\$174 million Federal expenditure on nutrition education with an equal share spent by States**



# Special Nutrition Programs



**Commodity  
Distribution**



**Child Nutrition**



**Supplemental Food**



# Promoting Fruit and Vegetable Consumption in Schools





# TEAM NUTRITION

## Behavior Outcomes Focus on Children

- Eat a variety of foods
- *Eat fruits, vegetables and grains*
- Eat lower fat foods more often
- Be physically active



# CHANGING THE SCENE



Improving the School  
Nutrition Environment



**A Guide to Local Action**



# **“How To” Tool Kit**

- **Development with 5 A Day Partners**
- **Emphasis on Best Practices**
- **Information on:**
  - **Strategies for venues**
  - **Menu planning**
  - **Storage and handling**
  - **Food Safety**
  - **Marketing**



# Farmers' Market Nutrition Program

- \$25 m in FY 2003
- Operates in 44 State agencies in 2002
- Reached over 2 million moms and children in 2001



# Food Distribution on Indian Reservations

## More Fresh Produce Offered

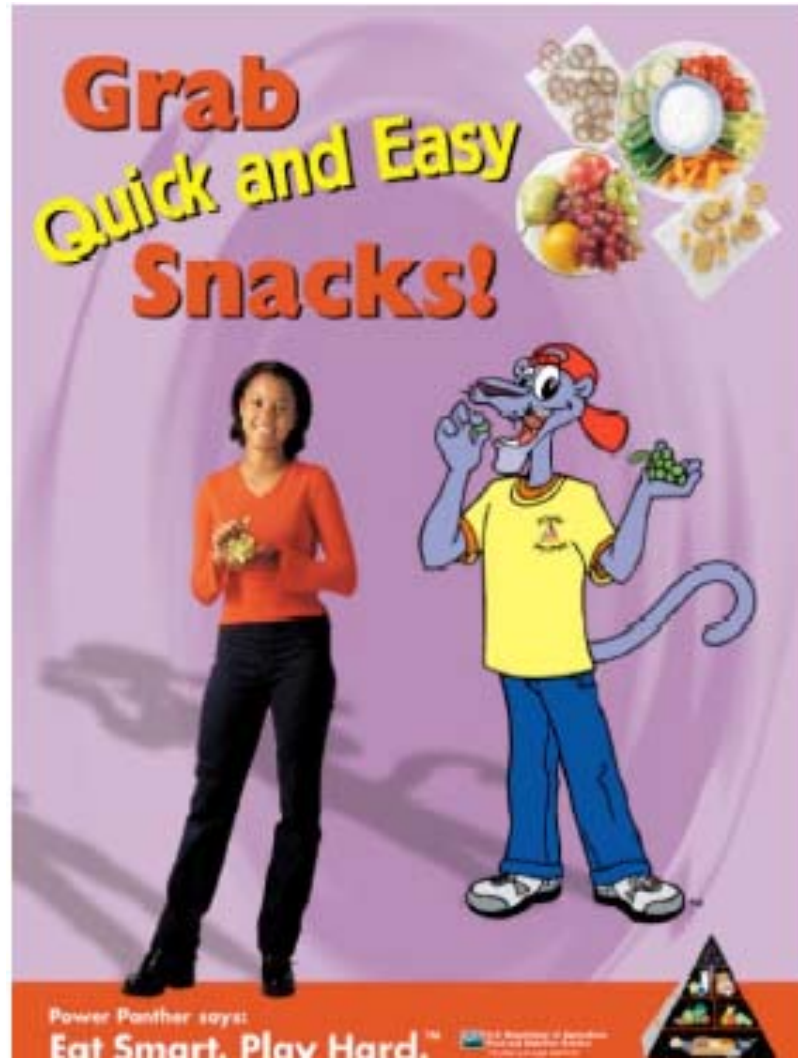


**Maximum exchange rate increasing  
from 12 to 18 lbs./month**



# Eat Smart. Play Hard.™

## Nutrition Education and Promotion Campaign





# 2002 Farm Bill

- **Seniors Farmers' Market Nutrition Program**
- **Fruit and vegetable pilot program in schools**
- **Specialty crops purchases and purchases through DoD Fresh Program for schools**



# Seniors Farmers' Market Nutrition Program

- \$15m per year through 2007
- Serving over 400,000 low-income senior citizens
- 8,500 farmers at 2,000 markets, stands and CSA programs



# Specialty Crops and DoD Fresh Program

- \$200 m for specialty crops
- \$50 m for the purchases through DoD Fresh Program



# Fruit and Vegetable Pilots

- **Four States (IN, IA, MI, OH) and one ITO (Zuni, NM)**
- **25 schools per State and 6 in ITO**
- **Over 800 schools submitted applications for participation**
- **\$ 6 m for schools; \$200,000 for evaluation**



# Fruit and Vegetable Pilots

- Free fresh and dried fruits and fresh vegetables
- Implementation methods flexible
  - Kiosk
  - Classroom
  - Grab and Go to the bus
  - After school care programs
- Pilot Conference March 25-26
- Report to Congress on results – May 2003



# Partnership Opportunities for FNS and Industry

- **Effective marketing, promotion and nutrition education**
- **Increased access to a variety of fruits and vegetables**
- **Customer-friendly products  
(convenient, good tasting, nutritious, affordable)**

# Thanks!!

